



BENCH BREEZE

FOR FLORISTS AND GROWERS EVERYWHERE

RECEIVED

★ SEP 8 1958 ★

AMERICAN BULB COMPANY
AMERICAN FLORIST SUPPLY COMPANY

U. S. Department of Agriculture

Haymarket 1-6774
1335 West Randolph Street
Chicago 7, Illinois

New York Office — 527 Lexington Ave — OXford 7-0044



BANTAMUMS - "Say it with Flowers every day"



You will be hearing a lot about the Bantamum Crop. It is a new procedure of developing Mums to provide smaller flower units - short stemmed pieces that are ideally adapted for everyday home and "do it yourself" arrangements.

Mr Cloy Miller, Yoder Bros Chrysanthemum growers, has long advocated the practicability and salability of cut flowers as an important part of our everyday living and home decor.

Flowers for everyday home use are not expensive. Chrysanthemums bring the beauty of nature into the home for a week at less cost per day than package of smokes. Yoders can suggest a "Mum Program" that will bring blooms on weekly basis. The Bantamum procedure is practical for most areas - if it will not work in your clime, we will let you know. See planting chart enclosed.



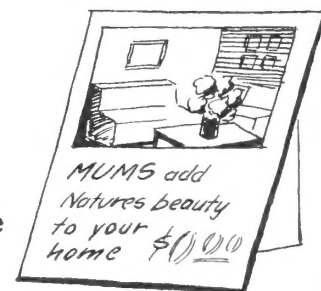
The Mum is traditional "fall football" flower. But real opportunity for selling comes with Mums for those special football week end dinners, parties, buffets. "Talking Banners" on your windows, delivery trucks suggest - "Party time is Mum time" . . . help keep the register ringing during off fall weeks.



"Mum of the week" is easy mail promotion - use charge names from Easter, Mother's Day, Memorial Day. The 2¢ postal is reasonable in cost, a friendly way to tell how cut flowers add charm and beauty to everyday living. Feature a special price - postal cards that arrive Thursday-Friday bring in week-end buyers.

Make "Talking Signs" with Magazine Clippings

The Home & Garden Magazines are heavy with color photos of room arrangements that show flower settings. Paste on display card with color flower pictures. Don't be afraid to price - suggest available varieties. The "Mum" with its exquisite flower is tops for creative home arrangements.



Order now for late July, Aug, Sept bench plantings. Be ready for Sept, Oct, Nov selling time! See special planting sheet enclosed. Some favorites for Bantamum Crop:

| | | Per 100 cuttings | | |
|----------------|--------|------------------|---------|---------|
| | | 100-250 | 300-450 | 500-950 |
| Iceberg | White | \$ 7.25 | \$ 7.00 | \$ 6.75 |
| Ensign | " | 8.75 | 8.50 | 8.25 |
| Snow Crystal | " | 8.75 | 8.50 | 8.25 |
| Yel. Iceberg | Yellow | 7.25 | 7.00 | 6.75 |
| Luyona | " | 7.50 | 7.25 | 7.00 |
| Amber Bright | " | 7.50 | 7.25 | 7.00 |
| Fred Yule | Bronze | 7.75 | 7.50 | 7.25 |
| Duchess | " | 8.75 | 8.50 | 8.25 |
| Br. Jubilation | " | 8.75 | 8.50 | 8.25 |
| Bunbu | Pink | 8.25 | 8.00 | 7.75 |
| Laughter | " | 7.75 | 7.50 | 7.25 |
| Jubilation | " | 8.25 | 8.00 | 7.75 |

The above subject to Yoder "earned credit" pricing. Write for details.

BENCH BREEZE



Save on ABC high germinating Flower Seed

Now is time to select seed for greenhouse, summer, winter and spring blooming. ABC has been the leading source of flower seed for over 40 years. See ABC Blue Book for prices or write and we'll quote. Special discounts on flower seed purchases -

| | |
|--------------------|----------------------|
| \$ 6 to \$ 25 - 3% | \$151 to \$200 - 10% |
| 26 to 100 - 6% | 201 to 300 - 15% |
| 101 to 150 - 8% | 301 & over - 21% |

SNAPDRAGONS

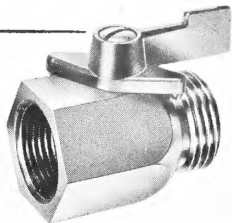
WHITE Citation - Twenty Grand - Margaret - Albion - Snowman - Apollo - White Knight
 BRONZE SHADES Barbara - Cavalcade - Gallant Fox
 PINK and ROSE Native Dancer - Libby - Whirlaway - Maryland
 YELLOW Patricia - War Admiral - Broker's Tip - Golden Spike - Seabiscuit
 LAVENDER Lavender Lady - Bold Venture
 RED Navajo - Cherokee

PANSIES ABC De Luxe Mixture - Pacific Giant Hybrids - Color Carnival - Benary's Early Orchid Fl. Giants - Steele's Jumbo Mixture - ABC Super Swiss Giants - ABC Super Maple Leaf Giants - Oregon Giants - Felix - America - ABC Dwarf Swiss Giants.

Don't forget - Cyclamen - Stock - Primula Obconica - Delphinium - Sweet Peas.

NEW

Easy-to-use
Water Valve



Time and water you save is most likely your own! Now a modern valve connection pipe to hose. Machined from solid brass bar - quarter turn spherical plug and seat with quad ring and pressure seal. Wt. $\frac{1}{2}$ lb. $\frac{3}{4}$ " fittings. \$1.35 each 6 Valves . . \$7.50

Shiny, leaf green plants sell faster, easier - make for more satisfied customers. Use LEAF-GLOW*



"Shining Leaves." No more messy wiping or daubing. LEAF-GLOW instantly gives a permanent, lustrous shine with the PRESS of a BUTTON. Absolutely harmless. *Wonderful retail item - suggest to green plant buyers.

Dozen - \$8.00 Ctn of 24 - \$14.40
 Giant Size 16 oz.- 1.35 Dozen - 15.00

GREEN-GLO Just spray on with no wiping, no rubbing, no cleaning - it shines as it dries.

Per case 24/8 oz. Bottles \$ 7.00
 Per case 12/32 oz. Bottles 11.00
 Per 1 gal. Bottle 3.00
 Per doz. Spray Tops (8 & 32 oz.) . . 1.80



Propagated Under Glass
Mist Watered
Healthy Rooted Cuttings

Green Plants - Grown by specialists in Chinese Evergreens, Sansevierias and Philodendrons. Special make-up in assortment - we offer the 1000 price on 250 or more any individual plant or size.

| | | Per 1000 |
|-----------------------------|------------------|----------|
| Philodendron Cordatum | 2/3 Lf | \$ 50.00 |
| | 3/5 Lf | 55.00 |
| Nephtytis Variegated | 3/5 Lf | 55.00 |
| Pothos Wilcoxii | 2/3 Lf | 50.00 |
| | 3/5 Lf | 55.00 |
| Pothos Marble Queen | 3/5 Lf | 100.00 |
| Sansevieria Laurentii | | |
| | All Sizes 3/5 Lf | 125.00 |
| Sansevieria Zeylanica | | |
| | All Sizes 3/5 Lf | 70.00 |
| Chinese Evergreens Minature | | 125.00 |
| | 4/6" | 185.00 |
| | 6/8" | 250.00 |

NEED IT RUSH-RUSH...USE ABC "AIR-MAILER" ORDER FORM

You can sell Bulbs better too!

... because you have the know-how to help customer select the varieties that make for greatest springtime satisfaction.

ABC buyers have carefully selected the Dutch imported bulbs listed below. Priced so you can make a nice profit and at the same time offer customers a bargain.

Packed in distinctive, eye-catching packages that make for easy selling. These prices good until July 1. (Packed 100 pkgs per case)

FOB Chicago per case - \$40.95

FOB New York per case - 37.75



| <u>TULIPS</u> 11/12 ctm | | Bulbs Per Pkg | Pkgs Per Case |
|-------------------------|----------|---------------------|---------------------|
| Pride of Haarlem | Red | 10 | 4 |
| Wm Pitt | Dk Red | 10 | 3 |
| Golden Harvest | Yellow | 10 | 5 |
| Princess Elizabeth | Pink | 10 | 3 |
| Princess Marg. Rose | Var. | 10 | 2 |
| Zwanenberg | White | 10 | 1 |
| Queen of Night | Black | 10 | 1 |
| Insurpassable | Purple | 10 | 1 |
| Mixed | All Col. | 10 | 20 |

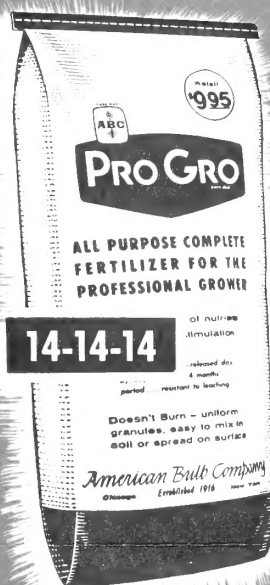
| <u>CROCUS</u> 8/9 ctm | | | |
|-----------------------|----------|----|---|
| Mixed all Var. | All Col. | 20 | 6 |
| Mixed | Blue | 20 | 2 |
| Mixed | Yellow | 20 | 2 |

| <u>HYACINTHS</u> 15/16 ctm | | | |
|----------------------------|-------|---|---|
| Queen of the Pinks | Pink | 5 | 3 |
| L'Innocence | White | 5 | 3 |
| Bismarck | Blue | 5 | 4 |

| <u>TULIPS</u> 11/12 ctm (Novelties) | | | |
|-------------------------------------|----------|----|----|
| Red Emperor | Red/Yel. | 10 | 10 |
| Blue Parrot | Blue | 10 | 6 |
| Fantasy | Rose Pk. | 10 | 6 |
| Fire Bird | Red | 10 | 4 |
| Rocket | Red | 10 | 6 |
| Eros | Rose | 10 | 4 |
| Mt. Tacoma | White | 10 | 2 |
| Nizza | Var. | 10 | 2 |

New INVENTION

*fertilizer made special for
Florists and Growers!*



ABC proudly brings this greatest of fertilizer discoveries to our florist and grower friends. Research scientists worked diligently in the O M Scott & Sons laboratories for 10 years. Now ABC PRO GRO and PRO-N25 combine all advantages of both chemicals and organics—without the disadvantages of either.

Perfect Feeding

Non-burn — because of exclusive chemical interlock of plant food sources

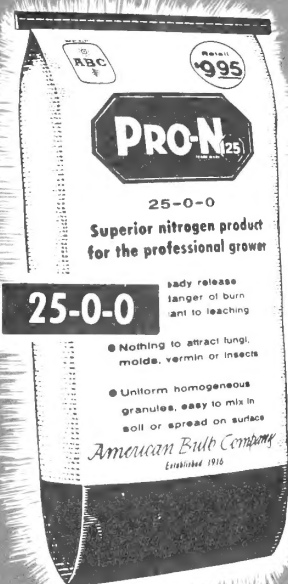
Slow-steady release — day by day over 3 to 4 months as plants use nutrients

Uniform — homogenous granules, easy to mix into soil or to broadcast on surface

Nothing to rot or decay — does not attract fungi, molds, vermin or insects

Mild acidifier — gentle, sure action

Clean, crisp, no dust — easy to use accurately and correctly



HOW TO USE

BENCH CROPS

PRO GRO 3 lbs per 100 sq ft of bench area

PRO-N25 2 lbs per 100 sq ft of bench area

POTTING SOIL

PRO GRO 4" pot full per wheelbarrow load of soil (2 1/2 Bu)

PRO-N25 3" pot full per wheelbarrow load of soil (2 1/2 Bu)

Important extra benefits without price premium

HALF THE COST OF USING WATER SOLUBLES

PRO GRO - 50 lbs — **\$6.50**
(\$9.95 retail)

Per ton — \$240.00

PRO-N25 - 40 lbs — **\$6.50**
(\$9.95 retail)

Per ton — \$240.00

Prepaid delivery on 5 bags or more

ENCLOSED



